

VÍCTOR MANUEL VILLALOBOS ARÁMBULA, Secretary of Agriculture and Rural Development, based on articles 35, section IV of the Organic Law of the Federal Public Administration; 4 of the Federal Law of Administrative Procedure; 1, section VI, 30 and 31 of the Organic Products Law; 42, 43 and 44 of the Regulation of the Organic Products Law ; 1, 2 letter “B”, section V, 5, section XXV, 19, sections I, XIX and XXVI, 52 and 53 of the Internal Regulations of the Ministry of Agriculture and Rural Development ; 3, 11, sections VII, XVIII and XXV, 14, section XXI and 18, sections XIX, XX and XXI of the Internal Regulations of the National Service of Agrifood Health, Safety and Quality, and 202 of the Agreement by which the guidelines for the organic operation of agricultural activities are disclosed , published in the Official Gazette of the Federation on October 29, 2013, and

CONSIDERING

That on October 25, 2013 , the AGREEMENT was published in the Official Gazette of the Federation by which the national distinctive of organic products is made known and the general rules are established for its use in the labeling of certified products as organic, by which it is established n and give n to know the rules of use of the National Emblem of organic products with specifications, chromatic patterns and other characteristics that are required in that order, which applies to products that meet the Organic Products Law and the provisions derived from it.

That in order to comply with articles 6 , section X , Sections B and C, 9, 10, 22, 30, 31, 32 and 33 of the Organic Products Law and 42, 43 and 44 of its Regulations, the Secretariat coordinated in 2020, to the Regulatory Framework Group of the National Organic Production Council, to carry out the review and update of the current regulation, so with the opinion of said Council and at the request of the productive sector it was considered relevant to make modifications so that all The products that comply with the Organic Products Law and the provisions derived from it, use the National Distinction, in order to comply with the provisions of Article 31 of the aforementioned Law.

That during the sessions of the Regulatory Framework Group of the National Council for Organic Production, it was considered relevant to make modifications to the Agreement published on October 25, 2013, in order to update the image and use of the National Distinctive , which in terms Article 31 of the Organic Products Law gives identity to organic products in the national and international market, which comply with the applicable legal provisions .

That in order to comply with the provisions of articles 68, last paragraph, and 78 of the General Law of Regulatory Improvement, the Secretariat, in order to reduce compliance costs, updated the technical standard that established a certain number of chromatic patterns, colors background and words that made up the image of the national distinctiveness , through the simplification of regulatory burden established in the Third Article, the fourth article the ARTICLE FIVE, the ARTICLE sixth and the seventh article of the Agreement is disclosed the national symbol of organic products and the general rules are established for use in the labeling of products certified as organic , published in the Official Journal of the Federation the 25 of October 2013, generating savings by print run of 50 % in relation to the current version of the aforementioned Agreement, as of the second year after its modification is implemented. Consequently, for the issuance of this Agreement, the estimated savings will be used , which amounts to \$ 60,662,000.00 pesos per label printing run.

That, to update the image and use of the National Distinction that gives identity to organic products certified under Mexican legal provisions in the national and international market, I have seen fit to issue the following:

AGREEMENT BY WHICH THE SIMILAR IS MODIFIED BY WHICH THE NATIONAL DISTINCTIVE OF ORGANIC PRODUCTS IS MADE KNOWN AND THE GENERAL RULES FOR THEIR USE IN THE LABELING OF CERTIFIED ORGANIC PRODUCTS , PUBLISHED ON OCTOBER 25, 2013 ARE ESTABLISHED .

SINGLE.- is **modified** the ARTICLE S FIRST , SECOND , THIRD, fraction or n II and image of fraction III, FOURTH, regarding the construction of the Distintivo National Product Organic s , FIFTH , regarding the colors forming the National Distintivo Organic Products , SEXTO , r especto to the colors of the National Emblem of Organic Products, sEVENTH , ELEVEN , fractions V and VII and SEVENTEEN , and is **repealing** the CHAPTER III oF THE PROCEDURE FOR AUTHORIZATION TO USE THE DISTINCTIVE NATIONAL and Annex Unique, F ormat to obtain authorization for the use of the national label for organic products, all of the Agreement by which the national label for organic products is made known and the general rules for its use in the labeling of certified products are established. as organic, published in the Official Gazette of the Federation on October 25, 2013, to read as follows:

ARTICLE ONE.- The purpose of this Agreement is to publicize and establish the rules of use of the National Distinction of Organic Products with the specifications, color patterns and other characteristics that are specified in this instrument.

Organic products that comply with the Organic Products Law , its Regulations and other applicable legal provisions will carry the National Distinction .

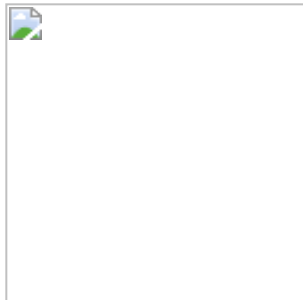
ARTICLE TWO Being forced an to comply with this Agreement, or moral individuals who ll even out organic operation, certify their products or by - products such as organic and carry the Distintivo Na tional organic products on the label or other documents, including physical or electronic advertising material , commercial documents and points of sale.

THIRD ARTICLE .- [...]

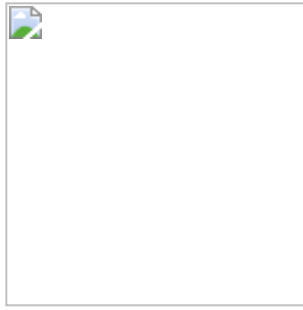
I. [...]

II. The typography with the words ORGÁNICO - MÉXICO wrapping the drawing in a circular way.

III. [...]

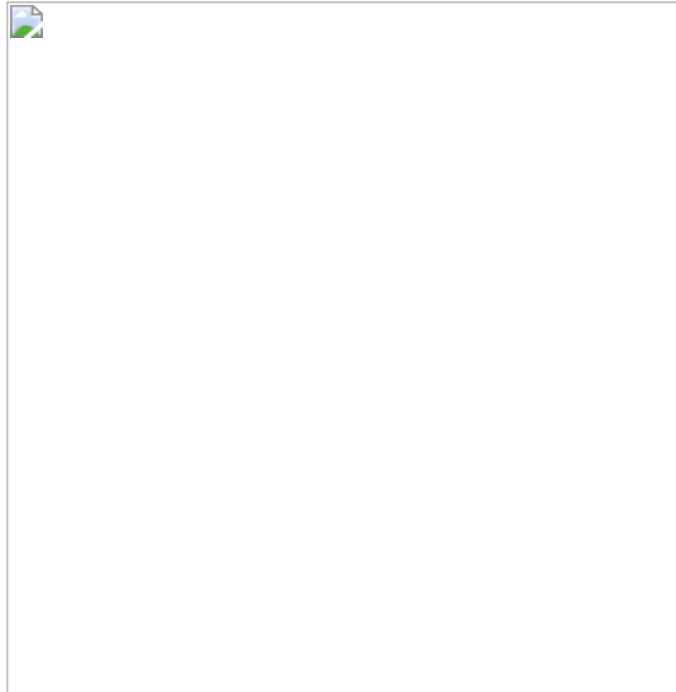


FOURTH ARTICLE .- [...]

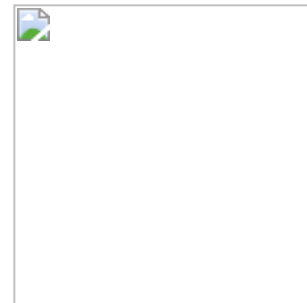
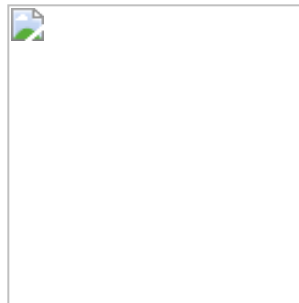
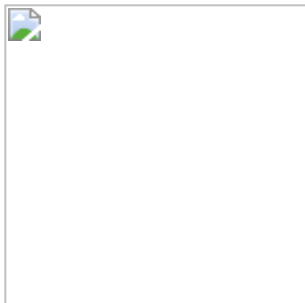


[...]

ARTICLE FIVE .- [...]



ARTICLE SIX .- [...]



ARTICLE SEVEN.- The National Badge may be used in the declaration of properties, including advertising material and commercial documents and points of sale .

ARTICLE EIGHT TO ARTICLE TENTH .- [...]

CHAPTER II
[...]

ITEM CIMOPRIMERO.- [...]

I. [...]

II. [...]

III. [...]

IV. [...]

V. The National Emblem will behave in projects approved labeling, and can n use similarly other national and private logos on the labeling, provided they are no larger to that of the National Emblem;

SAW. [...]

VII. The operators that use the National Distinctive reference on their packaging or product (s) will be responsible for producing their labels, complying at all times with the specifications of this Agreement.

CHAPTER III
OF THE PROCEDURE TO OBTAIN THE AUTHORIZATION OF USE OF THE NATIONAL
DISTINCTIVE
(It is repealed).

ITEM CIMOSEGUNDO.- is repealed.

CHAPTER IV
[...]

ARTICLE THIRD THIRD.- [...]

CHAPTER V
SURVEILLANCE OF THE USE OF THE NATIONAL DISTINCTIVE

ARTICLE DÉ CIMO FOURTH TO THE ARTICLE SIXTEENTH .- [...]

ARTICLE D AND SEVENTH.- Repealed .

CHAPTER V I
OF THE SANCTIONS

ARTICLE EIGHTEENTH. - [...]

TRANSIENT

FIRST.- This AGREEMENT shall enter into force 12 months after its publication in the Official Gazette of the Federation.

SECOND.- Operators that have an inventory of labels in compliance with the specific provisions for the use of the National Badge prior to the publication of this Agreement, may run out of stocks within a period of thirty-six months after the publication of this Agreement, once this period has expired, they must adjust to the provisions of this Agreement.

Mexico City, 2021.

THE SECRETARY OF AGRICULTURE AND RURAL DEVELOPMENT

VÍCTOR MANUEL VILLALOBOS ARÁMBULA

VALIDATION SHEET OF THE AGREEMENT BY WHICH
THE SIMILAR AGREEMENT IS MODIFIED BY WHICH THE
NATIONAL DISTINCTIVE OF ORGANIC PRODUCTS IS
PUBLISHED AND THE GENERAL RULES ARE
ESTABLISHED FOR USE IN THE LABELING OF
CERTIFIED ORGANIC PRODUCTS, PUBLISHED ON
OCTOBER 25 OF 2013.

Mexico City, on _____, _____, 2021.

PROPOSES
THE HEAD DIRECTOR OF THE NATIONAL SERVICE FOR AGRI-FOOD HEALTH, SAFETY AND
QUALITY

FRANCISCO JAVIER TRUJILLO ARRIAGA

VALID
THE LEGAL GENERAL DIRECTOR OF THE NATIONAL SERVICE OF AGRI-FOOD HEALTH,
SAFETY AND QUALITY

MARCO ANTONIO RAMÍREZ VELÁZQUEZ